

FOR IMMEDIATE RELEASE

Studio City Confirms Madonna's Rebel Heart Tour in Macau 'Queen of Pop' to Stage at Studio City Event Center

International Superstar Set to Make Musical History in Macau

MACAU, Tuesday, September 15, 2015 – The undisputed 'Queen of Pop' is set to excite and delight Asia's music fans at Studio City's awe-inspiring Studio City Event Center ("SCEC") when she brings her 'Rebel Heart Tour' to Macau as part of a thrilling line-up of international concerts.

Entertainment-inspired Studio City, the USD3.2 billion Hollywood-themed destination resort which opens with a spectacular launch on October 27, 2015, will live up to its billing as Asia's Entertainment Capital when long-reigning pop-queen Madonna visits Macau for the first time as part of her worldwide '*Rebel Heart*' tour, which kicked-off in Montreal this month.

The 'Rebel Heart Tour', which lands in Macau on February 20 and 21, 2016, is supporting Madonna's 13th studio album '*Rebel Heart*' which includes the Billboard Hot 100 hit, '*Bitch, I'm Madonna*'. The hit single features star-studded cameos by Beyoncé, Nicki Minaj, Kanye West as well as appearances by Miley Cyrus, Katy Perry and Rita Ora.

The "Rebel Heart" Tour follows the spring release of Madonna's Rebel Heart album on Interscope Records. Rave reviews of the album include: ROLLING STONE: "Rebel Heart is a long, passionate, self-referential meditation on losing love and finding purpose in chilling times." LA TIMES: "Rebel Heart like its creator pushes through the pain and more often than not lands solidly and with great grace on its feet." NOISEY: "Madonna continues to keep us on our toes, like no other performer in the history of modern music. NY DAILY NEWS 'Rebel Heart's best moments boast some of the most finely structured pop melodies of Madonna's 32-year career."

Along with extraordinary critical acclaim as an artist, songwriter and producer who has sold a record breaking 300 million records, Madonna's reputation as one of the most successful, provocative and enduring live performers of all time speaks for itself. The 2008/2009 Sticky & Sweet tour is the highest grossing tour of all time for a solo artist and the 2012 MDNA tour was the most successful tour of that year.

"We are extremely proud to announce that Studio City, representing Macau, will be one of the key destinations to stage the world's biggest act at its futuristic event center, alongside the famous Madison Square Garden in New York and The O2 Arena in London," said Studio City President Mr. JD Clayton.

"The fact that Studio City can attract and fully-accommodate live-performances from the world's biggest stars on their world-tour circuits, demonstrates our commitment and desire to support Macau's leisure entertainment destination proposition.

“This is also the first time for Macau to confirm this world top concert, with the theater-quality acoustics, premium seating and the skillfully designed space within our event center and thus the intimacy provided, we believe the spectacular musical experience delivered at Studio City would be the most theatrical spectacle ever hosted in Macau’s history,” he added.

Kicking off SCEC’s inaugural season of the hottest concerts last week, Asia’s King of Dance Aaron Kwok was announced as the first headliner. Upcoming events include SCEC’s first branded music series, featuring a star-studded, three-concert program of Taiwanese artistes beginning with ‘all-time favorite’ Show Lo, followed by JJ Lin and A-Lin and winding up with Hebe Tien.

The Studio City Event Center is a 5,000-seat multi-purpose entertainment complex, with state-of-the-art infrastructure designed to host exciting world-class live concerts, theatrical and top sports events in addition to award shows and other special gatherings.

It represents just one facet of a host of world-class entertainment offerings to be found at Hollywood-themed Studio City, which opens on October 27, 2015 and is primed to establish itself as Asia’s Entertainment Capital and take Macau’s entertainment destination proposition to unprecedented new levels.

Studio City is located on Cotai, Macau, close to the Lotus Bridge immigration point which connects with Hengqin Island, and a future station-point for the Macau Light Rapid Transit.

Studio City – This is Entertainment.

For further information on Studio City, please visit: www.studiocity-macau.com, follow us on Sina Weibo at www.weibo.com/studiocity and like us on Facebook at <http://www.facebook.com/studiocitymacau>

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Safe Harbor Statement

This release contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. The Company may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the “SEC”), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about the Company’s beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties, and a number of factors could cause actual results to differ materially from those contained in any forward-looking statement. These factors include, but are not limited to, (i) growth of the gaming market and visitation in Macau and the

Philippines, (ii) capital and credit market volatility, (iii) local and global economic conditions, (iv) our anticipated growth strategies, (v) gaming authority and other governmental approvals and regulations and (vi) our future business development, results of operations and financial condition. In some cases, forward-looking statements can be identified by words or phrases such as “may”, “will”, “expect”, “anticipate”, “target”, “aim”, “estimate”, “intend”, “plan”, “design”, “on track”, “believe”, “potential”, “continue”, “is/are likely to” or other similar expressions. Further information regarding these and other risks, uncertainties or factors is included in the Company’s filings with the SEC. All information provided in this release is as of the date of this release, and the Company undertakes no duty to update such information, except as required under applicable law.

About Melco Crown Entertainment Limited

Melco Crown Entertainment, with its American depository shares listed on the NASDAQ Global Select Market (NASDAQ: MPEL), is a developer, owner and operator of casino gaming and entertainment casino resort facilities in Asia. Melco Crown Entertainment currently operates Altira Macau (www.altiramacau.com), a casino hotel located at Taipa, Macau and City of Dreams (www.cityofdreamsmacau.com), an integrated urban casino resort located in Cotai, Macau. Melco Crown Entertainment's business also includes the Mocha Clubs (www.mochaclubs.com), which comprise the largest non-casino based operations of electronic gaming machines in Macau. The Company is also developing the planned Studio City (www.studiocity-macau.com), a cinematically-themed integrated entertainment, retail and gaming resort in Cotai, Macau. In the Philippines, Melco Crown (Philippines) Resorts Corporation's subsidiary, MCE Leisure (Philippines) Corporation, currently operates and manages City of Dreams Manila (www.cityofdreams.com.ph), a casino, hotel, retail and entertainment integrated resort in the Entertainment City complex in Manila. For more information about Melco Crown Entertainment, please visit www.melco-crown.com.

Melco Crown Entertainment has strong support from both of its major shareholders, Melco International Development Limited ("Melco") and Crown Resorts Limited ("Crown"). Melco is a listed company on the Stock Exchange and is substantially owned and led by Mr. Lawrence Ho, who is Co-Chairman, an Executive Director and the Chief Executive Officer of Melco Crown Entertainment. Crown is a top-50 company listed on the Australian Securities Exchange and led by Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

About Studio City

Studio City, when it opens, is set to take Macau’s entertainment destination proposition to unprecedented new levels, by providing a ‘next generation’ of outstanding entertainment-driven leisure destination experiences that will help the territory’s evolution into a truly international tourism center.

The Hollywood-themed studio-concept resort is a thrilling new cinematic inspired entertainment and leisure destination and is designed to be the most diversified entertainment offering in Macau. Ideally located on Cotai, close to the Lotus Bridge immigration point connecting Hengqin Island and a future station-point for the Macau

Light Rapid Transit, Studio City will deliver more world-class entertainment amenities than any integrated resort in the market.

Studio City's stunning Art Deco facade includes the "Golden Reel", the world's highest figure-8 Ferris wheel which straddles the resort's two-tower hotel at a height of some 130 meters. The integrated resort will provide the ultimate in sophisticated leisure entertainment, hotel, retail, dining and lifestyle experiences.

The resort's innovative entertainment offerings include "Studio City Event Center", a 5,000-seat multi-purpose entertainment center designed to host live concerts, theatrical and sporting events; and "Studio 8", a 300-seat live-audience TV broadcast studio for reality and game-show productions distributed in the Asia region. The entertainment experiences also include a magic theater "The House of Magic" and a Warner Bros. Batman-themed 4D flight simulation "Batman Dark Flight", a 40,000-square-foot family entertainment center "Warner Bros. Fun Zone" for kids filled with Warner Bros.' and DC Comics' franchise characters and play-rides, together with "Pacha Macau" which will bring Ibiza-style nightlife to Macau.

Studio City is destined to deliver an unparalleled leisure entertainment and hospitality experience, strengthening the depth and diversity of Macau's leisure, business and tourism proposition as a leading visitor destination in Asia.

For further information on Studio City visit: www.studiocity-macau.com and follow us on Sina Weibo at www.weibo.com/studiocity.

About Studio City Event Center

Studio City Event Center ("SCEC") will redefine Macau's entertainment destination landscape as the home of the most spectacular live entertainment experiences in Asia. It is the most premium performance venue in Macau, and a 'must-stop' destination for today's music legends and up-and-coming future stars.

Featuring state-of-the-art, theater-quality acoustics, a dedicated control room and satellite broadcasting infrastructure, the 5,000-seat multi-purpose arena represents the centerpiece of Studio City's live entertainment offerings. The first-class premium seating level offers 16 private VIP suites, some 242 luxury club seats and features a deluxe club lounge.

Managed by Spectra, part of Comcast-Spectacor, one of the world's largest sports and entertainment companies, SCEC provides the ideal venue for hosting the biggest international and regional concert tours, leading theatrical productions, top sporting events, award shows and other world-class events.

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